

## ABSTRACT OF THE DISCLOSURE

A modular table top display apparatus having a first upright sub-assembly, a second upright sub-assembly, and upper and lower horizontal cross-members, which extend between the first and second upright sub-assemblies, to span the desired length of the table top. A horizontal cross member extension may be selectively used to extend the length of the display apparatus for longer displays. A flexible sheet material with indicia thereon is releasably secured to the modular table top display apparatus at assembly, and may be rolled up for transport or storage. A clamp means extends beneath the table top to secure each of the first and second upright sub-assemblies directly to the table top. Optional lighting may be supported by the rigid frame. The modular table top display apparatus may be disassembled and compactly stored in a carrying case or bag, for ease of transport and storage.